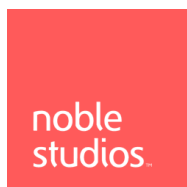


SLO Marketing Activities Report

Key Performance Highlights

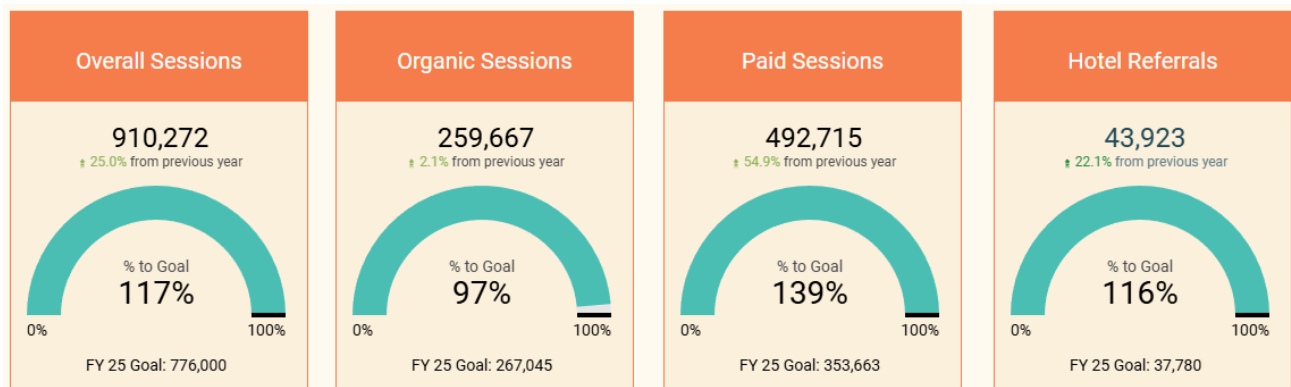
June 2025



At-a-Glance Highlights

- **Total Website Sessions:** 71,224 (+32% YoY)
- **Top Traffic Source:** Organic Search
- **Total Lodging Referrals:** 4,022 (+6% YoY)
- **Top Performing Ads:** SLO Life Coach Ads on paid social, when compared to the Hello SLO Life Campaign, saw:
 - +71% engagement rate
 - +54% average session duration
 - +10% increase in pages per session
 - +32% increase in CTR
- **Email Open Rate:** 50% (June Newsletter Average)
- **PR Media Mentions:** Travel + Leisure [I've Visited California's Central Coast for 20 Years—and This Is the Most Charming Small Town in the Region](#) (Cu Fleshman) (Reach: 11,749,057)
 - **Total estimated reach of 421,452,708** as the article was syndicated across Yahoo, AOL and Flipboard as well

YTD KPI Performance



Expected Pace through June: 100%

Overall Performance

Visit San Luis Obispo's digital marketing efforts in June reflected steady performance with **71,224 total website sessions**, a **32% year-over-year (YoY) increase**. The top traffic source became **Organic Search**, while **lodging referrals totaled 4,022**, representing a **6% YoY increase**. A standout in engagement was the **SLO Life Coach Ads on paid social**, which saw a **71% increase in engagement rate**, a **54% increase in average session duration**, a **10% increase in pages per session**, and a **32% increase in CTR**. The **June newsletters performed strongly** with a well-above-benchmark **open rate of 50%** and saw a **17% increase in sessions YoY**.

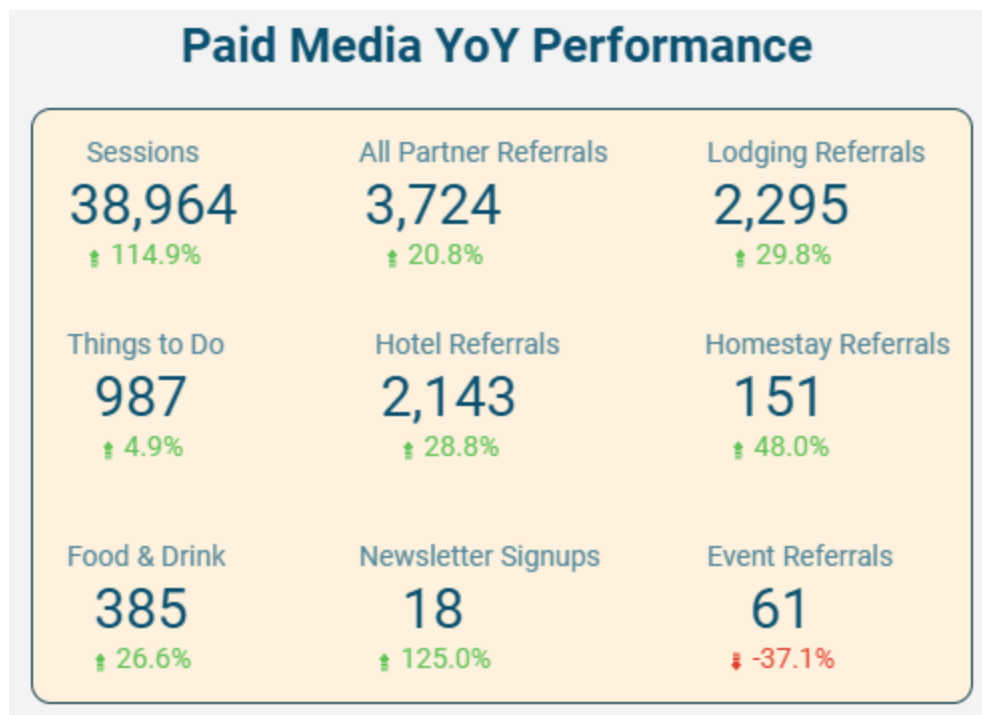
- **YTD KPI Performance** exceeds goal pace and total goal volume through June for all KPIs except Organic Sessions, which ended just 3% behind goal pace.

Paid Media Snapshot

- **Paid Search**
 - Impressions: 37,653 (+89% YoY)
 - Clicks: 3,925 (+36% YoY)
 - CTR: 10.42% (-28% YoY)
 - Sessions: 14,553 (+180% YoY)
 - Lodging Referrals: 2,010 (+25% YoY)
 - Cost: \$10,441 (+6% YoY)
- **Paid Social (Evergreen)**
 - Impressions: 641,394 (+1% YoY)

- Clicks: 23,990 (+82% YoY)
- CTR: 3.74% (+80% YoY)
- Sessions: 12,367 (+74% YoY)
- Lodging Referrals: 63 (+13% YoY)
- Cost: \$8,192 (+17% YoY)
- **Display, Demand Gen, & PMAx**
 - Impressions: 2.5M (+166% YoY)
 - CTR: 0.77% (-4% YoY)
 - Clicks: 12,367 (+157% YoY)
 - Sessions: 8,021 (+29% YoY)
 - Lodging Referrals: 184 (+60% YoY)
 - Cost: \$5,848 (+63% YoY)

Key Insight: A shift in targeting for Display campaigns led to much higher quality impressions, a 75% increase in CTR, and ultimately 306% more clicks at an 110% increase in spend.



Owned Media Snapshot

Email Marketing

- **Emails Sent:** 2

- **Avg. Open Rate:** 50%
- **Avg. CTR:** 1.15%
- **Total Sessions:** 1,050 (+17% YoY)
- **Total Partner Referrals:** 251 (-25% YoY)

Key Insight: On June 11th, we sent an email introducing the SLO Life Coach. This email indicated a strong interest in the new face of San Luis Obispo, as over 31% of all email clicks from this newsletter went to the Meet the SLO Life Coach page. There was also a large number of clicks that went to The MidWeekend page as well. We sent a more generic monthly newsletter on June 16th, which held a primary focus around upcoming summer events. Both emails performed with similar results across the board.

Website

- **Total Sessions:** 71,224 (+32% YoY)
- **Lodging Partner Referrals:** 4,022 (+6% YoY)
- **Avg. Pages/Session:** 1.9 (-14% YoY)
- **Average Session Duration:** 2m 29s (-3% YoY)
- **Top Lodging Referral Channels:** Paid Search (50%), Organic Search (25%), Referral (9%)

SEO + Content

- Organic Sessions: 19,771 (-23% YoY)
- Organic Partner Referrals: 3,912 (-26% YoY)
- Page 1 Keywords: 4.8K (-2%)
- Top Losses: San Luis Obispo, SLO Drive-In, SLO movie theater keywords
- Actions Taken/Next Steps: SLO Drive-In/Movie Theaters page optimized in May. We're working on auditing/optimizing schema across many of our key pages as this additional data will become more important as we move further into the AI era of search.

Key Insight: YoY drops in Organic traffic are tied to a 38% decrease in organic CTRs related to a rapidly evolving search engine results page, which now features AI responses and significantly more SERP features, allowing searchers to get more information without the need to click through to a website. We're seeing organic traffic declines across the Travel & Tourism industry and are continuing to explore ways to increase our visibility on the SERP.

Creative & Web Maintenance

Website Maintenance & MRO

- Plugins and Updates
 - Gravity Forms
 - Gravity Forms Mailchimp
 - Permalink Manager Pro
 - Events Calendar
 - Community Events
 - Events Calendar Pro
 - Tiny PNG
 - WP Mail SMTP
 - Yoast
- Theme Updates
 - Fixed how bolded text appeared on the backend of the site

Web Retainer

- Stakeholder Updates/SLO Days Landing Page
- Web Retainer has reached 120 hours for the fiscal year.

Creative Services

- Creative Services has reached 220 hours for the fiscal year.

Earned Media Activity


Earned Media Highlights

Total Impressions/Circulation: 425,943,014

Placements: 8

Press Coverage

- 6/5/25: **Blavity:** [These San Luis Obispo Black Businesses Keep Culture Thriving In The City](#) (Brenda Alexander) (Reach: 155,229)
- 6/7/25: **Islands:** [The Most Underrated Cities Across America For Your Next Getaway, According To Travelers](#) (Fiona Chandra) (Reach: 3,585,183)
- 6/10/25: **La Opinion:** [Latin flavors flourish in San Luis Obispo](#) (Caterina Balzano) (Reach: 548,894)

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- 6/11/25: **EIN Presswire:** [Meet the 'SLO Life Coach': San Luis Obispo's Newest Ambassador Encourages Travelers to Slow Down and 'Live the SLO Life'](#) (Press Release) (Reach: 201,000)
 - 6/21/25: **Travel + Leisure:** [I've Visited California's Central Coast for 20 Years—and This Is the Most Charming Small Town in the Region](#) (Cu Fleshman) (Reach: 11,749,057)
 - 6/21/25: **AOL:** [I've Visited California's Central Coast for 20 Years—and This Is the Most Charming Small Town in the Region](#) (Cu Fleshman) (Reach: 34,035,274)
 - 6/21/25: **Yahoo!:** [I've Visited California's Central Coast for 20 Years—and This Is the Most Charming Small Town in the Region](#) (Cu Fleshman) (Reach: 372,878,377)
 - 6/21/25: **Flipboard:** [I've Visited California's Central Coast for 20 Years—and This Is the Most Charming Small Town in the Region](#) (Cu Fleshman) (Reach: 2,790,000)

Upcoming Individual Press Trips:

- **Meghan Rose, PS (Popsugar)** — August 2025 in planning